

Outdoor Breakfast

Sponsored by.....

B.P.O. ELKS

DRAYTON VALLEY



LODGE NO. 391



IN CONJUNCTION WITH DRAYTON VALLEY RODEO

JULY 29, 1961 — 8:00 A.M. TO 11:30 A.M.

in Hudson's Bay Parking Lot

MENU

FOR THE MORNING.....
REAL WESTERN HOTCAKES
SERVED WITH EGGS AND
BACON OR SAUSAGE.

Everything cooked outdoors real country style!

Imperial Lumber Drayton Valley Ltd.

PHONE 542 - 3092

**SPECIALS FOR RODEO WEEK
JULY 24 TO 29**

EASY WASHING MACHINE

REGULAR **\$239.50** SPECIAL **\$189.50**

ELECTRIC SUNBEAM LAWN MOWERS

REGULAR **\$99.95** SPECIAL **\$79.95**

FINDLAY ELECTRIC RANGE

REGULAR **\$274.50** SPECIAL **\$229.50**

4 X 8' 5/16"
POPLAR SHEATHING

\$1.95
PER SHEET

4 X 9' 3/8"
POPLAR SHEATHING

\$2.95
PER SHEET

WEATHERBEATEN SPRUCE LUMBER

AT \$5.00 PER 100 FEET.

ONE FREE ITEM WITH EACH 99¢ ARTICLE.

10% discount

**on all other items in the store and
lumber yard during Rodeo week.**



PEMBINA NEWS ADVERTISER

10¢
PER COPY

**First-Section
Rodeo Edition**

CANADIAN ALL-ROUND CHAMPION

Vol. 6, No. 28 July 20, 1961

A. Playford, Publisher, Box 120, Drayton Valley.

Welcome to the Rodeo

JUVENILES WIN CHAMPIONSHIP

By Jean Fuhr.

A more enthusiastic group of young men were never seen before than our Juvenile Baseball team that travelled to Barhead again last Sunday, trying for the Northern Alberta Championship. At 12 noon they met the Barhead team who seemed just as eager to win. The first facing Drayton slammed in 2 runs, followed by 4 more in the second with Barhead not able to bring in a runner. The third and fourth remained scoreless for

both teams. Again in the fifth Drayton found another making the score 7-0. In the sixth they started the ball rolling with a home run, followed by a 3 base hit bringing in three runs. The seventh also tallied up 2 more runs, with one in each the eighth and ninth. Barhead finally got one runner in on the ninth inning, breaking the hopes of a shut-out. Ken McMorris pitched a very good game and was given the best support by all his team-mates.

(Cont. page 2, col. 4)

The Week's Weather

ENDING JULY 22, 1961.			
MAX.	MIN.	PRECIP.	
July 15	67	62	.01
16	64	52	nil.
17	72	64	.07
18	76	64	nil.
19	78	64	.68
20	84	67	nil.
21	78	55	nil.
22	80	55	nil.



Photo by S. C. Blackmore
GEORGE MYREN.
Viking, Alberta

George Myren, 1960 All-Round Champion of the rodeo circuit and stamper, lives with his wife and young child, when at home from the rodeos, at Viking, where he was raised. His father owns a farm at Viking. Young Myren is a fulltime professional rodeo hand. He follows rodeos all over North America, and for him rodeoing has paid off with a very good living.

RODEO COMMITTEE



This year's Rodeo, which promises to be a huge success, with a little cooperation from the weather department, will get underway on noon, Friday the 28th of July with a big parade. These men, representing the different groups which are cooperating to stage the big two day event this year will be largely responsible for the Rodeo's success, with, of course, the help and cooperation of many others.

In the above picture they are, seated left to right, Frank Payce, Advertising Chairman, a member of the sponsoring Lions Club; Steve Reddin, president of the Larlet Gymkhana Club; Ken Walters, Lions Club, chairman of the Raffle Committee; Bruce Lee, Lions Club, chairman of Concessions committee; Ken Carter, past president of the Lions Club. In the back row we have Keith Peterson, Lions Club, Rodeo Chairman; John Androschuk, Lions Club, Chairman of the Gate Committee; Henry Deby, Lions Club, Rodeo Coordinator; Claude Albert, Lions Club, Chairman of the Dance Committee; Maurice McCullagh, Legion president, chairman of the programs committee; John Ewanie, Lions Club, chairman of the Fly-In; and Fr. Scriver, Lions Club, secretary of the Rodeo Committee.

Two members are missing from the picture. They are, Ab. Loewenberg, Lions Club, chairman of the Grounds Committee and Arnold Lloyd, Rotary Club, Chairman of the Parade Committee. Mr. Lloyd's picture appears in another section of this paper.

Photo by Curt's Studio

WANT AUSTIN?

DRAYTON VALLEY DENTAL
CLINIC
Dr. B. Shimbashi, Dentist.

Hours: 9:00 - 12 noon
1:30 - 5:30 MON. thru SAT.

BUS. PH: 542 - 3549
RES. PH: 542 - 3540

Located next door to Post Office
SPRUCE GROVE ACCOUNTING.

Accounting, Payroll auditing,
Income Tax.

AVAILABLE: Monthly & Semi
monthly.

WRITE: Bob Davies, Box 148
Spruce Grove, or ED51 - 132
Surrey, Edmonton.

FOR SALE: Great Lakes Trailer,
10' x 45' with factory built
back 17' x 4'. On backspace
with fence. Ph: 542 - 3206

If you want to Drink and Can
"That's your business"

If you want to Stop and Can
"That's your business"

MOORE FOR SALE: 3 bedroom
home. Completely finished. All
utilities, near Hospital. Apply
801 Vanille Ph442 - 3555 or
545 - 3535. 8:00 PM.

DON'T FORGET
JACKPOT BINGO

Every Wed. Night in the Ritz
Community Hall at 8:00 P.M.
Sponsored by the R.P.O.C.

FOR RENT: Bedroom with con-
ditional sofa for 2 gentlemen
to share. Phone 542 - 3554.

PERDS WANTED
Hay—Greenfeed—Baled Oak
Stew.

LOT FOR SALE
1/2 block south of Kingston Hall.
M. La Toisy
2 miles south of Valley Dairy.

ROOMS FOR RENT: New home.
Gentlemen Only. Phone 542 -
3558 after 4:30 p.m.

BOARD AND ROOM: For 1 or 2
Christian gentlemen. PH: 542 -
3557.

*Part time clerk required at the
Drayton Valley Offices of the
Borden Health Unit. For further
information, apply to the Med-
ical Officer of Health, Box 1718
Edon, Alberta.

FOR SALE: Industrial property—
150 x 100' high location, office
and five room home. Good terms.
Ph: 542 - 3154.

FOR SALE: 3 bedroom house with
basement rooms. Good revenue
property, good location. Phone
542 - 3094.

FOR SALE: new 3 bedroom N.H.
A, home, with low down payment.
Phone 542-3764 or 542-3765.

FOR RENT: Two bedroom house
with all utilities. Phone 542-3764

GRAVE & BARTH
Plum and Flt.
Crashed for all needs.
Our prices are competitive.
La Toisy's Court,
5 miles south of Valley Dairy.

DUMP DRIVER WANTED
Experienced and Reliable.
Contact:
M. La Toisy
2 miles south of Valley Dairy.

FOR SALE: Landscaped lot, suit-
able for trailer. Acres from high
school. Apply:
Box 81 or ph. 15,
Waburg, Alberta.

FOR RENT: Bedroom with con-
ditional sofa for 2 gentlemen
to share. Phone 542 - 3554.

ATTENTION FARMERS!
We have some inquiries for farm
lands and invite you to fill our
properties for sale at our office,
JOHNSON INSURANCE
SERVICES.

Insurance and Real Estate.
FOR SALE: 14' x 36' skidhouse,
4 rooms & bath. Finished, im-
itation log siding. Apply Stan An-
derson, Dowell Camp, Phone
542 - 3134.

FOR SALE: House 24'x34', 2
bedrooms. Full price \$1000.00.
Also lot for sale. Ph: 542-3640,
after 5 p.m.

WILL SWAP: Equity in 8 x 33'
trailer. For anything of value
and take over payments. Apply
Lo. 100, Western Trailer Court,
M. Mease.

FOR RENT: Bedrooms, Phone
542-3723.

WANTED: Housework & baby-
sitting by the hour. Apply
second house in 1st row, Dutton Trailer
Court.

FOR RENT: 2 bedroom house with
attached garage. Fenced with
Lawn. Call "A" Lot. Phone 542-
3453.

FOR RENT: 28' house trailer. Can
be moved anywhere. Phone 542-
3453.

FOR SALE: 19 x 30' house - 9' x
15' porch. On acreage. Hot & 1
mile west of D.V., on 87 & 1
mile west. Phone Lodgepole 41.

You may contact your Singer
Sewing Machine representative
for demonstrations on Singer
Sewing Machines, Vacuum
Cleaners & Floor Polishes by
calling at Dolly's Dry Goods Shoppe.
ALSO FREE SERVICES.

FOR RENT: Home, Gas and util-
ities included. Phone 542-3559.

FOR SALE: 4 room home to be
moved. Phone 542-3545.

FOR SALE: T.D. 9 International
car with over head loader and
blade. Apply Mike Bide across
from Mobil Oil Office, Phone
542-3227.

FOR SALE: 10 x 25' skidhouse,
2 bedrooms, built-in cupboard and
cabinets. Ductwork heater, 6 x 8'
porch. Phone 542-3453.

CHILD'S TRUCK HORSE, Cecil
Reavis, 3 miles north of Drayton
Valley or write Gen. Del., D.V.

WANTED: Dog kennel. Phone
542-3518.

LONG, LONG AGO
Canada's first electric generation
station was established in 1881.

Pembina News Advertiser
"SERVING THE LARGEST OILFIELD ON THE NORTH
AMERICAN CONTINENT."
Drayton Valley, Alberta. Box 150 PH542-3425
Art Playford—Editor.
Mail Subscriptions—\$3.00 per year in Canada, \$3.50 in the U.S.A.
and Foreign Countries. Single copies—10¢.
Authorized as Second Class Mail. Post Office Dep't., Ottawa.....

PUBLIC NOTICE

THE TOWN OF DRAYTON VALLEY

PROCLAMATION

BY VIRTUE OF THE PROVISIONS OF BY-LAW NO. 341 OF THE
TOWN OF DRAYTON VALLEY, THE MAYOR DOES PROCLAIM
THAT ALONG A.I. THE 28TH DAY OF AUGUST SHALL BE
A CIVIC HOLIDAY.
ALL REGULATIONS PERTAINING TO HOLIDAYS ARE TO BE
COMPLIED WITH. ANY CONTRAVENTION MAY BE PROSECUTED.

BY ORDER.....
THE TOWN OF DRAYTON VALLEY
PER: ADRIAN MEER, MAYOR.

PUBLIC NOTICE

NAVIGABLE WATERS PROTECTION ACT,

R.S.C. 1962, CHAPTER 193.

Mobil Oil of Canada, Ltd. hereby gives notice that they have under
Section 7 of the said Act, deposited with the Minister of Public
Works, at Ottawa, and in the office of the District Registrar of the
North Alberta Land Registry District, at Edmonton, Alberta, a
description of the site and plans of a Pipeline Crossing, North East-
southwest line at the South-east Quarter of Section Three, and the
Southeast Quarter of Sect on Four, Township Forty-eight, Range
Seven, West of the Fifth Meridian.

And take notice that after the expiration of one (1) month from the
date of publication of this notice, Mobil Oil of Canada, Ltd. will
under Section 7 of the said Act apply to the Minister of Public Works
for approval of the said site and plans.

Dated this 24th day of July, 1961.

Robt. A. Doyle,
Mobil Oil of Canada, Ltd.,
Financial Building,
EDMONTON, Alberta.

FOR SALE: 1964 Ford Custom Sed-
an. 1964 Ford Pickup. 1963 Ford
four-door sedan. 1965 Pontiac.
1963 Ford motor. Large type, 1100
new. 1963 Chev. motor, 6 cyl.
1963 Chev. motor, 6 cyl.

2-wheel trailer.
Boat trailer running gear. Large
stan. Camping tent with equip-
ment.

Phone 542-3083 or 542-3733.

LEWIS BOOT & PAINT
SHOP.

This left Mayenthorpe to meet
Drayton for the final game. They
took the field at 6:30 with the
Mohn was on the mound and har-
dly a second game, again with
good support of his eight team-
mates.

During the first inning Drayton
had a full round at bat, bringing in
4 runs, with 3 more in the second.
Going into the third inning with
a good margin of 6-0. However,
Mayenthorpe got one in and Dray-
ton also in the third. The fourth
and fifth were scoreless for both
teams. The sixth inning our boys
fought another 4 runs, with the
Mohn was on the mound and har-
dly a second game, again with
good support of his eight team-
mates.

These hunting little ball club are
our future ball players and worthy
of the support of all.

Notebook

Mr. Alfred Madson, oldtime resi-
dent of this area, left for his nat-
ive Denmark a few weeks ago.

His wife expects him home be-
cause he has been told that his last
was called on account of Drayton
team—(who have never been de-
feated yet this year) the Cham-
pionship.

Players from Drayton Valley who
have earned this credit are
Ken McMorris, Sherman Mohn,
Wally Mohn, Ron Huxal, Ron

Con. page 20, col. 5

The Chapel Hour

ARE WE RESPONSIBLE?

By Rev. E. Stayer, from the
Emmanuel Lutheran Church.

Is every human heart there is a
remnant of the moral law and a
conscience. Even the heathen
knows that it is wrong to steal,
and that it is right to obey one's
parents. The moral law, written
in his heart, will tell him that,
and his conscience judges him accord-
ing to this law. When he steals,
his inner voice whispers "That is
wrong; God will punish you."

"And when he obeys his parents,
the same monitor says: "That is
the right and God-pleasing thing
to do." Thus conscience unifies to
the existence of God.

Yet many of us live as if there
were no God. We eat and drink,
work and play, without taking
God into consideration that He is
the one who gives us all things
that to Him we are responsible
for our actions. We as it were
try to hide from God and say,
"There is no God," but the Bible
says, "Because that which may be
known of God is manifest in
them; for the invisible things
of Him from the creation of the
world are clearly seen, being un-
derstood by the things that are
made, even his eternal power
and God head; so that they are
without excuse." Romans 1:19, 20.

You know that there is a God.
You know that to him you are re-
sponsible. Do you also know that
while being accused by our con-
science and the Bible, we have
the wonderful words, "For God so
loved the world, that he gave
his only begotten Son, that who-
ever believeth in him should not
perish, but have everlasting life."
John 3:16.

The boys will be thanked by Red Fair,
Mair, Alvin Hope, Dick Tur-
ner, Tommy Selten, Alan Dyr-
an, Bill Bils, Keith Park, Gord-
on Tucker, Norbert Lemmermey-
er, Bob Lemmermey, Jerry Banowich
and Gary Banowich.

They have been managed by Red Fair,
Mair, Alvin Hope, Dick Tur-
ner, Tommy Selten, Alan Dyr-
an, Bill Bils, Keith Park, Gord-
on Tucker, Norbert Lemmermey-
er, Bob Lemmermey, Jerry Banowich
and Gary Banowich.

As to date it is not known when
the hunting little ball club are
our future ball players and worthy
of the support of all.

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our future ball players and worthy
of the support of all.

WELCOME LITTLE STRANGERS

WEEK OF JULY 16 to 22.
July 17 Mrs. Francis Peukowicz,
boy, 7 lbs., 0 1/2 oz.

July 17 Mrs. Fern Rose,
girl, 6 lbs., 7 1/4 oz.

July 17 Mrs. Lillian Provost,
boy, 8 lbs., 14 oz.

July 18 Mrs. Pat Shave,
boy, 6 lbs., 15 oz.

July 20 Mrs. Sheila Whitson,
girl, 6 lbs., 6 1/2 oz.

Lloyds' Jewelry

WEEK OF JULY 16 to 22.
July 17 Mrs. Lillian Provost,
boy, 8 lbs., 14 oz.

Mrs. Provost may drop into
Lloyd's to pick up her baby spoon.

D.V. Highlights

By: Edith Daby.

Mrs. Ucheyshyn, mother of Nick
and Rodan, has been visiting her
sons and their families. Mrs.
Ucheyshyn celebrated her seventy
second birthday and many folks
thought might well envy her
her energy. A renowned garden-
er, Mrs. Ucheyshyn made all
pickles this week using her own
cucumbers.

Mrs. Hilda Rand has been very
busy compiling the voter's list
for Drayton Valley.

Congratulations to Mr. and Mrs.
Carl Ganske on the birth of a fine
son.

Mrs. Andrew Johnson entertained
at her home on Saturday evening
at a bridal shower for Mrs. John
Laird. Mrs. Norman Law assisted
the bride to open her many love-
ly gifts. Mrs. Klies helped the
bride to serve.

Nick and Jax Ucheyshyn expect
that the carpenters will start work
on their new farm home this
week. The Ucheyshyns hope to
move in before the cold weather
comes.

Allan and Genevieve Watson, of
Agassiz, B.C., are visiting their
grandmother, Mrs. Leon Pech.
(cont. page 18, col. 1.)

The Living Scriptures—The Way Of The Cross Leads Home

by Jack Hamm

"YOU WILL SHOW ME THE PATH OF LIFE" — LUTHERAN

"YOU WILL SHOW ME THE PATH OF LIFE" — LUTHERAN

"YOU WILL SHOW ME THE PATH OF LIFE" — LUTHERAN

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Remember the



FRONTIER DAYS

by attending the 5th Annual Rodeo


RODMAN WIRE LINES LTD.


On Highway 87, in Drayton Valley.
9 units, 3 with kitchenettes.



A VIEW OF THE AMBASSADOR MOTEL

AMBASSADOR MOTEL


Best Wishes for a Successful
Rodeo

**ATLANTIC WIRE
LINES LTD.**


BRING BACK THE

PIONEER DAYS

by attending the Rodeo


MacLean Well Servicing Ltd.

Drayton
Valley



A GOOD PERFORMANCE deserves the cheers of the crowd!

Whatever is featured at your Summer Fair — rodeo, ball tournament or agricultural display — a good performance earns and deserves the cheers of the crowd!

It's like that with your electric service, too! For **UNMATCHED** performance, it's the **MODERN ELECTRIC APPLIANCES** that earn the cheers of today's homemaker.



CALGARY POWER LTD.
HELPING TO BUILD A BETTER ALBERTA

COOKING MAGIC

Clean Cool Cooking
with the
Clean Blue Flame
of GAS

Tested Recipes and Meal Planning Ideas Prepared for Pembina News Advertiser Reader by the Home Service Department of Northwestern Utilities, Limited.

A barbecue in the backyard is a wonderful way to entertain during the summer. The variety of food one can serve is practically limitless. Our favorite menu is Giant-burgers and Special Barbecued ribs served with hot bread or corn on the cob, baked beans and tossed salad.

GIANTBURGERS

2 eggs; 1 1/2 up, salt; 1/3 cup garlic salt; 2 lbs. ground beef; 2 tsp. Worcestershire sauce; pepper.

Mix ingredients together lightly; divide into thirds. Using a 6-inch cake pan as a guide, draw a circle on waxed paper. Place a third of the meat in center and pat gently (or place waxed paper on top too, and roll lightly with rolling pin) to fill circle. Do not press hard. Leaving 1/2-inch margin for sealing, spread half patty with mustard, top with chopped onion, cubes of cheese, pickles, relish or what have you. Left point of waxed paper at back and fold meat over filling. Press around the margin to form seal. Brush top side with melted butter; place in wire toaster basket; peel off waxed paper. Broil slowly. Serve with tossed buss.

SPECIAL BARBECUED RIBS

1 tbs. celery seed; 1 tbs. chili powder; 1/4 cup brown sugar; 1 tbs. salt; 1 up. paprika; 2 1/2 lbs. loin back ribs; 1 8-oz. can tomato sauce; 1/4 cup vinegar.

Combine first 5 ingredients. Rub 1/3 of mixture on ribs. To remaining mixture, add tomato sauce and vinegar. Heat and use later to baste ribs. Cook ribs

over hot coals till tender (about 30-45 minutes). During last 10 minutes of cooking baste frequently with sauce.

SMOKY BARBECUE SAUCE FOR RIBS

1/4 cup brown sugar; 1/4 cup cider vinegar; 3/4 cup catsup; 1/2 cup water; 2 tbs. soy sauce; 2 tbs. Worcestershire sauce; 1 tbs. prepared mustard; 1 medium-sized onion, finely chopped; 6 very thin lemon slices; 1/4 cup oil; 1/4 tsp. coarsely ground pepper; 1 1/2 tsp. liquid smoke; 1/4 tsp. cayenne pepper; 1 1/2 tsp. salt. Mix all ingredients together and simmer for about 30 minutes. Yield: 2 1/2 cups.

Two rival drags were making conversation with each other backstage at the arena house.

"I earned my voice for half a million dollars," bragged one.

"And what," countered the other, "have you done with the money?"

"So your girl friend jilted you when you told her about your rich uncle?"

"Yeah, now she's my aunt."

WHEN YOU COME TO-----

DRAYTON VALLEY

FOR THE

5th ANNUAL

Rodeo

JULY 28 & 29

MAKE USE OF THE
COMPLETE FINANCIAL SERVICES

OFFERED BY YOUR

TREASURY BRANCH

- SAVINGS ACCOUNTS
- CURRENT ACCOUNTS
- TRAVELLERS' CHEQUES
- SAFETY DEPOSIT BOXES
- LOANS
- FIRE & MARINE INSURANCE
- CAR, TRUCK & OPERATORS' LICENSES
- TERM SAVINGS CERTIFICATES

Your Provincial
TREASURY BRANCHES

GOVERNMENT OF THE PROVINCE OF ALBERTA

A. A. BRADEN, MANAGER - DRAYTON VALLEY

Rodeo
Greetings
from



**VALLEY
CONCRETE
SUPPLY**

FOR ALL YOUR
NEEDS SEE

READY MIX, FILL GRAVEL,
GOOD CLEAN SAND FOR STUCCO, ETC.

RES. PHONE

OFFICE PHONE

843 - 5136

845 - 4688

LOCATED AT REAR OF SCORP TIRE

Looking at Recreation

By Clifford Gensley,
Municipal Director.

LOOKING AT RECREATION

By Michael L. Gensley

IT'S RODEO TIME!

Yes, it's around to that time of year once more. Next Friday and Saturday, July 28 and 29, will be days of thrill-packed action as Drayton's Rodeo Circuit, which will be the site of Drayton Valley's 25th annual rodeo. Once again, the colorful event will be sponsored by the Drayton Valley Lions Club and this year's show promises to be one of the finest of its kind ever witnessed in these parts.

The two-day performance will be initiated by the traditional rodeo parade Friday noon. The parade will feature a variety of vividly decorated floats sponsored by the town, the different companies in the district, the local service clubs and various other organizations. The newly organized Drayton Valley Town Band will furnish the musical background for the proceedings. The band, organized last January has made phenomenal progress under Bandmaster, Karl Wahl and it will certainly add that important element of civic pride to the entire program. Members of the B.P.O. Elms, the Order of Royal Purple as well as the Drayton Valley Branch of the Royal Canadian Legion will march in the parade. The Gymkana Club will present a colorful array of rides and games. The Cubs and Scouts as well as the Glee and Glee Club will be carrying their respective colors. All in all, it should turn out to be the most impressive parade to date in this community.

Both evenings of the event will be highlighted by the big rodeo dance in the Recreation Building. Over the years this has become one of the most popular features of the whole program. On Saturday evening the lucky winner will be presented with the Pelham Camper Trailer being raffled off by the Lions Club.

So much for the introductory ceremonies and the added attractions or fairs surrounding the big event; now how about some thought on the rodeo itself and some cognition on this form of athletics in general. The program will feature all the standard rodeo events, saddle bronc riding, bareback bronc riding, calf roping, steer wrestling and barbed wire riding. Some of the top names on the rodeo circuit across Canada and the United States will be on hand to pit their wits, skill and on dance against Harry Wolf, Eddie Lewis of Okanagan Falls, B. C., the 1959 all-around cowboy Canadian champion; Bud Van Cleave of Tabor, Alta., who has



strength, their courage, their wit, their science and their ability against other human beings. In the rodeo arena, however, it is the win, science, endurance and courage of man against the brute strength and merciless violence of an animal. This combination goes to make the rodeo, not only an accepted form of athletics, but the most colorful and most electrifying of all contact sports.

The rodeo cowboy of our day has two objectives in the rodeo business. First of all to make money, to project the class he has earned; and secondly to educate the public so that rodeo can be properly understood and accepted by the public in its rightful place in the entertainment world as a competitive and spectator sport second to none. The "Stars of the Saddle" are among the highest paid performers in professional sport today. The yearly earnings of a top flight rodeo cowboy can be anywhere from \$20,000 to \$40,000, with the odd super star reaching the \$60,000 mark. Now these amounts are far from net profits or take home pay. A generous percentage of those earnings go for travel, equipment, maintenance, entrance fees and general living expenses. However, with a little smile from Lady Luck a good cowboy should be able to put aside from \$8,000 to \$10,000, per year for a rainy day, which is not exactly peanuts in any man's book. Good rodeo stars like the Merry Wood, Winston Bruce, Elie Lewis and the Butterfield brothers are international sports figures and stand up beside Jack Packer, Frank Mahovlich, Stan Musial, "Whisper" Billy Watson and Floyd Patterson as athletes of renown. In 1958 Deb Copenhaver, the personable Pat Falis, Idaho cowboy wrote a new chapter in sports by winning the Sportsman's Award as "Athlete of the Year"—the first time that this award was ever won by a rodeo star. This, however, does not mean that the battle-browed Copenhaver was the first all-time great in the rope-and-ride-and-trade; far from it. In former days, however, rodeo was not generally accepted as a sport and the performers were held up before the public as exceptional men of amazing versatility, but hardly as outstanding athletes competing in a great show of the sports kingdom. Such was the case in the days of Pete Knight, the immortal "Crosfield Flash", possibly the greatest rodeo cowboy who ever lived. Knight was admired for his thrill-packed riding, his perfection of the rodeo, his daring and his incomparable showmanship but he was hardly ever rated as a prominent athlete by the sports personalities of the times. Had the people of the "Roaring Twenties" viewed rodeo in its true color, as a great and thrilling sport Peter Knight

would have undoubtedly received some of the "Outstanding Athlete" awards that went to Jack Dempsey and Babe Ruth.

The winning of the "Athlete of the Year" award by Copenhaver was a milestone in the history of rodeo; at last this thrill-packed activity had reached its rightful place in our great national sports scene. Rodeo has been sold to our Canadian and American people across the continent, lock, stock and barrel. The man responsible for this tremendous accomplishment is an on a small scale the promoter but most of all the great rodeo athletes, —the cowboy. Rodeo, the most thrilling of all contact sports carries with it its risks and to danger. Bronc riding is rough stuff; steer wrestling is a rough chore and barbed wire riding is exceedingly dangerous.

In all contact sports the element

(cont. page 17, col. 3)

TOWN CALENDAR

COMMUNITY LIBRARY HOURS - Tues. 7:30 - 9:00 P.M.

ROTARY PARK HOURS:

ROTARY PARK PLAYGROUNDS OFFICIALLY OPEN (Every Day)

from 10:00 - 12:00 a.m., 1:00 - 8:00 p.m., 6:00 - 8:00 p.m.

- 1:00 p.m., 8:00 p.m., Tues. & Thurs.

- 1:00 - 5:00 p.m., 6:00 - 7:30 p.m.

Supervisors: Miss Shirley Steben & Mrs. Frieda Leutenbergh.

Mon. July 24 - FIRE HALL - Band Practice 7:00 p.m.

SCHOOL BALL DIAMOND - LEGION BALL DIAMOND

Pee Wee League Baseball 5:00 - 7:00 p.m. Colt League Baseball

7:00 - 9:00 p.m.

Tues. July 25 - SCHOOL BALL DIAMOND - LEGION BALL DIAMOND

Junior Girls Softball 5:00 - 7:00 p.m. Senior Girls Softball

7:00 - 9:00 p.m.

Wed. July 26 - SCHOOL BALL DIAMOND - LEGION BALL DIAMOND

Pee Wee League Baseball 5:00 - 7:00 p.m. Colt League Baseball 7:00 - 9:00 p.m.

Thurs. July 27 - SCHOOL BALL DIAMOND - LEGION BALL DIAMOND

Hand Practice 7:00 p.m. School Ball Diamond - Legion Ball Diamond

Junior Girls Softball 5:00 - 7:00 p.m. Senior Girls Softball

7:00 - 9:00 p.m. High School Football

Pee Wee All Star Baseball Practice 7:00 - 9:00 P.M.

Pony Baseball Practice - 6:00 - 7:00 p.m.

Fri. July 28 - SCHOOL BALL DIAMOND - LEGION BALL DIAMOND

Ball Diamonds - Legion Ball Diamonds - Pee Wee League

5:00 - 7:00 p.m. Colt League 7:00 - 9:00 p.m.

DRAKE'S RODEO GROUNDS: D.V. Lions Annual Rodeo

Sat. July 29 - SCHOOL BALL DIAMOND - LEGION BALL DIAMOND

Open - first comes first served basis.

DRAKE'S RODEO GROUNDS: D.V. Lions Annual Rodeo.

Sat. July 30 - BASEBALL: PROVINCIAL PLAYDOWNS

COLTS - PONTS - PEWEE'S

Colts - Poms - Pewees

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however, over the years the percentage of accidental deaths in the rodeo arena is somewhat lower than the average in the other outstanding contact sports. Alberta, one of the outstanding rodeo hot-beds on the American continent which had a facility was record for many years has had four rodeo fatalities in the past year, —a very negligible fact. Of the hundreds of cowboys competing practically on an hourly and daily basis, those were the only reported fatalities. Yes, it is tragic, but accidents will happen in every walk of life and the rodeo sport cannot be condemned because of those unfortunate instances.

In all contact sports the element

(cont. page 17, col. 3)

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	1:25a	10:00p	Edmonton @ Ar. 11:00a	9:00p	8:15p						

KIS - Except Sunday
SUN - Sunday Only
Ar. - Arrive, Lv. - Leave
f - Agency, f - Flag Stop
f - Comfort Stop

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Greetings to all at the



RODEO

**DRAYTON VALLEY
HOTEL
& CAFE**

Drayton Valley

We'll be seeing you



at the Rodeo

**CLIFF VANDERGRIFF
SAND & GRAVEL LTD.**

PHONE 542-9131

Drayton
Valley

GOOD LUCK



TO THE RODEO

BOB MCGREGOR

USED ARTICLES OF ALL KINDS.

WE BUY... Scrap iron, pop and beer bottles, used articles, etc.
Located north of the S/A Station. Phone 542-3167.



Greetings

Folks from all of us at

**EXPERT
Body
Repairs**

commercial and industrial trucks entered in the various events. These will be a part of the parade in addition to the Children's Decorated Bicycle Parade. Leading the whole colorful parade will be the Drayton Valley Band who

**LEWIS
BODY &
PAINT SHOP**

is still the main sponsor of the big show, other service clubs are taking a part in staging it also and a real community spirit is being manifested in the fine liaison between the various groups

VALLEY DAIRY

PHONE: 542-3755



MILK, BUTTER AND EGGS

FARMERS bring in your eggs and cream to our refrigerated plant in Drayton Valley for shipping to the Creamery.



Pennix Pipe Line Ltd. office on Industrial Road, in Drayton Valley. Seen in the background is the huge 900,000 gallon water tank for the Town of Drayton Valley. Staff 76500

DRAYTON VALLEY RODEO JULY 28 - 29

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RODEO

**DRAYTON VALLEY
HOTEL
& CAFE**

Drayton Valley

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TO ASSURE LEGIBILITY

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Valley

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**LEWIS
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PAINT SHOP**

VALLEY DAIRY

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Greetings to all at the



RODEO

**DRAYTON VALLEY
HOTEL
& CAFE**

Drayton Valley

We'll be seeing you



at the Rodeo

**CLIFF VANDERGRIFF
SAND & GRAVEL LTD.**

PHONE 542-3131

Drayton
Valley

GOOD LUCK



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N.B.A.
Loans Available Soon
Prices as low as \$10.50
per Square Foot

- (1) Plans Supplied if Required
- (2) Full Basements
- (3) 1/2" Drywall
- (4) Fully Decorated
- (5) Mahogany Finish
- (6) Siding & Stucco Exterior

Give us a call for a FREE estimate



PHONE 542-3709.

**Best Wishes for a
Successful Rodeo**

Enjoy the Rodeo



**YOUR
DRAYTON BAKERY**

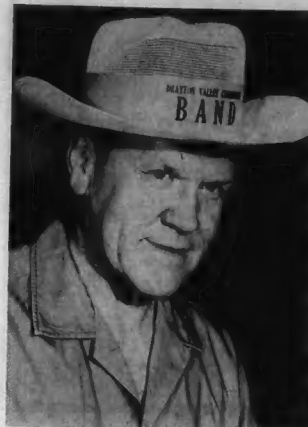
*For fresh
homemade bread
and
good pastry.*

**I'm in a hurry to get to the Rodeo
Hope you're there!**



PEMBINA NEWS ADVERTISER

THE PEMBINA NEWS ADVERTISER IS PRINTED IN
DRAYTON VALLEY. Address: Box 150, Drayton
Valley, Alberta. PRINTED EVERY WEDNESDAY.



ARNOLD LLOYD

Photo By Curt Studio

Arnold Lloyd of Lloyd's Jewelry in Drayton Valley is chairman of the Parade Committee, representing the Rotary Club, who are assisting in staging the Rodeo by taking charge of the Parade. Arnold is a member of the Drayton Valley Town Band which will be leading in the Parade. Mr. Lloyd is former president of the Drayton Valley Rotary Club. He came to Drayton Valley in early 1955 from Vulcan where he had had a watch repair and jewelry business also.

Working with Mr. Lloyd on the Parade Committee are Rotarians Karl Wahl and Walter Krause. The Parade starts at Noon, forming in the vicinity of the Church of God and Calgary Power on 60th Ave. and 49th Street.

6th ANNUAL RODEO

Preparations for the staging of the Drayton Valley Sixth Annual Rodeo are well underway and it certainly will be bigger and better than ever this year with all the added features. An attractive feature will be the province-wide Fly-in Breakfast which will be served in real Chuck Wagon style on the Hudson's Bay Parking Lot from 6:00 till 11:00 in the forenoon, Saturday, July 29.

The First Day, opening parade, at noon on Friday, July 28th, will certainly be a bright and handsome affair, with many commercial and industrial floats entered in the various events. There will be a 'Pet Parade' in addition to the Children's Decorated Bicycle Parade. Leading the whole colorful parade will be the Drayton Valley Band who

have been organized for some six months, practicing regularly and who are now ready for real business; leading the band will be the majorities, who are also a credit to our town. On the evening of July 28th a huge fireworks display will be shot off, starting at 10:00 p.m.

Another new addition to the big dogs this year will be the local Lariat Gymkana Club who will put on afternoon and evening shows with pole bending, barrel racing and novelty events.

This year, while the Lions Club is still the main sponsor of the big show, other service clubs are taking a part in staging it also and a real community spirit is being manifested in the fine liaison between the various groups

Second Section Merchants Special Rodeo Section Rodeo Edition July 26, 1961.



As well as the Lions, the Elks are helping out. Their main responsibility is the Fly-in breakfast. The Rotary Club will be putting on the parade and the Canadian Legion has charge of making up the program.

As in the previous five rodeos staged here, this one is under the auspices of the Cowboys Protective Association, which guarantees top quality performance all along the line in the rodeo events for both days.

Topflight rodeo circuit cowboys will be competing for the money prizes which will be, in both afternoon shows, \$500 each for Saddle Bronc Riding, Bareback Riding, Brahma Bull Riding, Calf Roping and Steer Wrestling. In addition to them prizes other prizes are given. \$100, Belt Buckle by F.V. Ranch, Evansburg, Cutting Horse Competition. \$180 cash donated by Carr Auction Market and Farm Machinery. \$100 cash trophies given by the following firms: Saddle Bronc, A. Meier Insurance, Real Estate and Travel Agent; Bull Riding, Mastlock & Son Oil Field Trucking and Hauling; Bareback Riding; Hillcrest Housing Ltd., Trailer Court and Oilfield Warehousing; Calf Roping; Mack and Mann, Trucking and Oilfield Hauling; and Steer Wrestling; Vandagriff; Sand and Gravel and Transit Mix.

Another very popular feature for young and old will be the big midway which will be set up for both days.

-Parade Route-

The parade will form at Calgary Power office as on previous

occasions. At the corner of 60th Ave. and 50th Street it will turn NORTH at Valley Drive, at McFarlane Lumber Yard it will turn WEST past the Hotel, and at Pembina Drug Store will turn SOUTH to Williamson's Store, then it will turn WEST past the cannery, to Drayton Valley Hot Oil, and then will turn SOUTH again to 60th Ave. where it will turn WEST again at Oilwell Supply, and continue WEST to Stewart Motors, just across Industrial Road, where it will disband.

PROVINCE WIDE FLY IN BREAKFAST

One of the events of this year's Rodeo will be of unusual interest as it is quite a novel attraction. This is the Province-wide Fly-in breakfast, which will attract owners of small planes from all over Alberta, Montana, British Columbia and perhaps other places also.

It is expected that there will be 60 or 70 planes come in for the Fly-in. Anyone interested in buying a plane will have a chance to do so at the gathering, for there will be a demonstration of light planes, with taxmen on hand to explain all about the compact planes.

The planes, several scores of them, will land at the Mobil air strip where they will be met by cars driven by Elks members and brought into town for the breakfast. The Breakfast will be held in the HUPSON'S BAY PARKING lot. IT WILL NOT be held at the rodeo grounds.

A couple of Fly-ins have been conducted previously, but some of them have been on the scale of the one that is planned for next Saturday morning.

Both the Lions Club and the Rotary Club have conducted Fly-ins in the past few months and each have been very successful and well attended.



Pembina Pipe Line Ltd. office on Industrial Road, in Drayton Valley. Seen in the background is the huge 900,000 gallon water tank for the Town of Drayton Valley.

Staff Photo

DRAYTON VALLEY RODEO JULY 28 - 29

REMNANTS OF THE PAST



Rodeo Specials July 26, 27, 28 & 29.
COLD PACK CANNERS Reg. \$3.98 Special \$3.38
ALL FLOOR COVERING Less 10% during sale days
BONE CHINA CUPS AND SAUCERS 89¢ ea. or 6 for \$5.29
GALV. WASH TUBS Reg. \$4.95 Sale ea. \$4.09
STEVENSON HARDWARE LTD.

MOBIL INSTALLS AUTOMATIC INTEGRATED PRODUCTION

Mobil Oil of Canada, Ltd., is currently involved in the installation of one integrated automatic production, treating and shipping system to process all reservoir fluids produced from a 4000-acre unit which they operate in the Pembina Field, Alberta, Canada. With a design capacity of 30000 BPD of clean oil from production of 345 wells the system is believed to be the largest of its kind in the world and is certainly one of the most advanced applications of production automation.

Initially the area was operated by 31 separate companies and was served by 69 individual tank batteries each of which included that the most economic scheme was a satellite.

Treating—central treating system. Details of the design were worked out by Mr. Kretschmar and Mr. M.A. Smith, who were working in the division engineering section in Calgary and it indicated that the most economic scheme was a satellite.

Hanson and W.A. Fryman. The resulting system consolidated all production through 34 satellite production control and measurement stations and a production gathering pipeline system to two central treating and shipping stations and incorporated a supervisory data gathering and status indicating system.

This four million dollar scheme was adopted by the unit participants in the spring of 1960 and is being implemented over a three year period.

During 1960 additional flowlines were installed to effect a reduction in flowline manifold locations from 89 to 34. In addition 19 satellite production stations were fabricated and installed, and one central treating station was constructed. During 1961 the additional 16 satellite production stations will be installed, the second central treating station is to be constructed and the pipeline production gathering system will be installed. The installation of the supervisory data gathering and status indicating system will be made in 1962.

When completed this scheme will provide programmed and self-regulated control of production from the well head to the oil and gas pipelines and automatic measurement and recording of fluid quantities produced, sold and re-injected.

More specifically the system will provide:

- Automatic test measurements of the oil, gas and water yield of each well
- Continuous and self-regulated transfer of production from satellite production stations to treating stations
- Continuous and self-regulated separation, measurement, shipment of gas
- Continuous and self-regulated treatment, measurement and re-injection of produced water
- Continuous and self-regulated dehydration, measurement and

shipment of oil.

The system operation will be continuously scanned from one control point to provide monitoring of all pertinent data. It will ultimately include a telemetering system to transmit the process data directly to punch card accounting machines in the division office which will produce the necessary reports for both unit participants and royalty owners records as well as for The Alberta Oil and Gas Conservation Board.

You begin to feel your age when you realize that the beautiful blonde looking guy is giving you the once over.



a reminder from
CALGARY POWER LTD.
 Serving the province of ALBERTA

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You begin to feel your age when you realize that the beautiful blonde looking guy is giving you the once over.

Imperial Lumber Drayton Valley Ltd.

PHONE 849 - 5092

SPECIALS FOR RODEO WEEK JULY 24 TO 29

EASY WASHING MACHINE 4 X 8' 5/16" \$1.95 PER SHEET
 REGULAR \$239.50 SPECIAL \$189.50
ELECTRIC SUNBEAM LAWN MOWERS 4 X 9' 3/8" \$2.95 PER SHEET
 REGULAR \$99.95 SPECIAL \$79.95
FINDLAY ELECTRIC RANGE WEATHERBEATEN SPRUCE LUMBER
 REGULAR \$274.50 SPECIAL \$229.50 AT \$5.00 PER 100 FEET.
ONE FREE ITEM WITH EACH 99¢ ARTICLE.
10% discount on all other items in the store and lumber yard during Rodeo week.

THE COWBOY THEY COULDN'T STOP

Taken From Coronet Magazine September, 1961 Issue
 By Norman Carlisle.

At a Rodeo in Phoenix, Arizona, in 1939, Bob Crosby was fighting it out with a bucking horse when the horse fell with him. They carried the King of the Cowboys off the field, one knee torn loose from its socket. "No more riding this year," doctors said. But Wild Horse Bob smiled.

He was nearly 33, old for a man who had belted him a ten-year body-pounding career. Yet, a month later, the King of the Cowboys rode out of the chute at a Tucson rodeo in a steeplechase contest. His game leg showed him up and enraged steer gored his thigh.

Crosby bobbed off the field, matched up a lansen and poured its kenosene into the wound. "Stops the bleeding," he said facetiously.

Next day, to the crowd's amazement, the first rider out of the pens was Wild Horse Bob. And with both legs in leeches, he won first money.

Sometime afterward, while working out with a steer, he was hurled to the ground and a hoof smashed into his face. Doctors used 17 stitches in one eyelid and four in the eyeball itself. Crosby couldn't see with it, of course.

and soon he lost the sight in his other eye, also.

But in two months, sight returned to both eyes. Four days later he came out of the chutes on a Miller horse. He rode it almost to the limit, then went spinning to the ground with a broken leg. Gangrene set in. The log would have to be amputated. Crosby shook his head and returned to his ranch in New Mexico, where he found a doctor who would treat it his way. With Wild Horse Bob himself helping, they scraped the bone with a penknife ripped to shreds.

Word spread that Crosby was hopelessly crippled. But spectators at the 1939 season's last rodeo saw a man on crutches fight his way painfully into the saddle. It was Wild Horse Bob.

The steers raced from their pens. Boldly, one leg standing off slightly in its cast, Crosby drove his horse into the herd, skillfully separating the steer he had selected from the others. It was a magnificent performance, and when the announcement came that Crosby had won the steer-cutting contest, the cheering audience rose in tribute to his last great effort.

But Crosby once more fooled everybody by riding to victory again and again in the years that followed. He seemed to be indestructible. And he was—in the

violent action of the rodeo ring. But, ironically, his luck finally ran out—outside the ring—and Wild Horse Bob was killed. In 1967, not by a bucking bronco but in the smashup of a jeep.

FOSTER PARENT'S PLAN

The first Filipino child to be enrolled by Foster Parents' Plan since the organization began its merciful work in the Philippines recently, is a 7-year-old, windmill orphaned 10-year-old Norma Saito. She has been assigned to the members of No. 440 Oxford Wing of the Royal Canadian Air Force Association, Woodstock, Ontario.

No one had ever seen Norma smile. She had never gone to school. She never had the shoes or clothing to make her feel presentable. Her extreme shabbiness kept her indoors most of the time. Always ashamed of her appearance and the absence of personal belongings, she had actually hidden from the people around her, and busied herself trying to keep clean the one-room shack where she lived with her married sister, the sister's husband and two children.

Norma lives in the intramural section of Manila. Completely bombed out during the war, it has become a great, unbelievable slum with squatter shacks covering every available inch of

space. Norma's shack, a makeshift wooden affair on 3-foot stilts, is fashioned from scorched boards and slats. Everyone sleeps on the floor. The only furniture are two wooden benches. There is one public shower for the entire community... one public toilet.

Plan's Associate Executive Director, Lenore Stein, was in the Philippines when Norma was enrolled. "We asked her what she wanted most," she recalls. "She replied that she wanted a towel of her own so that she could shower, and that her big dream was to go to school. She had never had a doll. That was an unthinkable luxury."

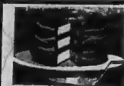
"She found it difficult to comprehend what was happening to her. We immediately provided the precious towels, shoes, new clothing, a new pink dress, a doll dressed in pink, pink hair ribbons, a comb, brush, toothbrush and paste, school enrollment, and even a brief case to carry her books. And then, 'she added thoughtfully, 'when I had all come home to her, Norma smiled. Robert Sage, Plan Director in the Philippines, and I have had years of experience. At times we feel we are 'case hardened' but I must admit that Norma's first smile brought bumps to our throats. And yet Canadian and American foster parents are a similar miracle every day in all countries in which we operate."

Conditions in these Manila slums are indeed incredible. There are no pavements," said Mrs. Stein. "and because of the constant dripping of the spigot at the public showers and the sloping of water from the paths which everyone has to carry to their homes, the streets are nothing more than muddy pathways. I wore rubber boots on a sunny 90-degree day and the mud came to my ankles. There is no place for the children to play so they gather under the houses which are on stilts, and wallow in the mud along with the piglets many raise to try and sell for a few pesos."

Plan officials were particularly happy that their work in the Philippines was launched by enrolling the first child in a Wing of the Royal Canadian Air Force Association. The National Association, at a recent annual meeting, decided to make the "adoption" of such children as Association projects to which almost 90 Wings will participate. This means that as many as 90 children in the Philippines, Hong Kong, South Vietnam, France, Italy and Greece will be given the hope of life itself thanks to these groups across Canada.

You, as an individual or as a member of a group, can help a low-income child such as Norma. Your \$12 a month provides the child with a cash grant of \$8 a month, plus food and clothing needs and necessary (Con't, page 8, Col. 1)

WELCOME TO THE

RODEOYOUR
Drayton Valley Groceteria**BUTTER** lb. **49^c**
WITH \$5.00 ORDER1st.
Anniversary
Specials**SUGAR**
10 LBS. **98^c****GOLDEN CORN**
6 cobs **59^c****CRISP COUNTRY LETTUCE**
2/39^c**APRICOTS**
\$2.19
PER CASE**BREAD**
2 LOAVES
39^c**CATSUP**
HEINZ
11 OZ.
2 for 49^c**HEINZ**
INFANT
BABY FOOD 9 **95^c****STAFFORD' INSTANT**
Chocolate
REG. 63^c
SALE **43^c****CAMPBELL'S**
SOUP
MUSHROOM 10 OZ.
4 for 73^c**Roasts**
59^c LB.**APPLE JUICE**
SUNTYPE, 48 oz. Tins
2:73^c**CHUCK & BLADE**
Roasts
45^c**SWIFTS**
SIDE BACON
(SLICED IN 1 LB. PKG.)
59^c**FRESH**
FRYERS
EACH.
79^c
(BETWEEN 1 3/4 LB. & 2 LB.)**Round Steaks**
59^c LB.WELCOME TO
DRAYTON VALLEY RODEO**LADIES - JACKETS**
SUITS - COATS**25% off****NYLON HOSE**
with seams -
Reg. \$1.50 pr.**2 pair for \$1.50****GIRLS SLIMS -**
PETAL
PUSHERS
- JACKETS**25% off****Dolly's Style Shoppe****FOSTER PARENTS PLAN**

(Cont'. from page 3, Col. 5) warmly rewarding personal relationship is established. There are 30,000 Normas in the Philippines alone. For information write: Foster Parents' Plan, P.O. Box 65, Station "B", Montreal.



Shy, bewildered Norma Salor, first Filipino child to be enrolled by Foster Parents' Plan, is shown outside her "house".

PICTURE TOP RIGHT: Norma after distribution of new clothing from plan, show her first doll and the first smile anyone could remember.

PICTURE BOTTOM RIGHT: Enrolled in school for the first time, Norma knows she has a future at last, thanks to the RCAF Association group in Woodstock who "adopted" her.



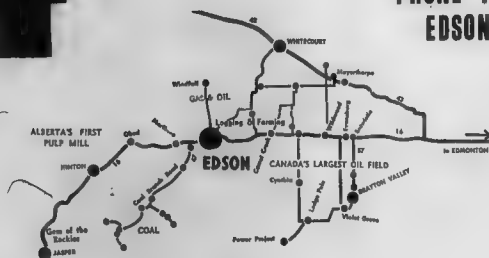
RODEO

GREETINGS



4 WAY WHOLESALE

PHONE PA 3-3322
EDSON, ALBERTA



SERVING ALBERTA'S
FASTEST GROWING AREA



Ernie's Super Market

Phone 842-5395,
Drayton Valley

YOUR SOLO STORE

Free Delivery



WISHES THE RODEO GREAT SUCCESS



After the Rodeo for your
back yard barbecue

CUCUMBERS



FRESH B.C.
CHOICE FOR SALAD
3 LBS.

49¢

WIENERS

2 LB. PKG.

89¢

APPLES

NEW B.C. TRANSPARENT

49¢



BEST FOR PIES

RELISH

3 VARIETIES

3 1.00



PICKLES

HEINZ

BREAD & BUTTER

32 OZ.

53¢

TOMATO
JUICE

48 OZ.

3/\$1.00

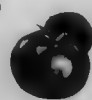
MUSTARD

10 OZ.

35¢

TOMATOES

FRESH FIELD



LBS.

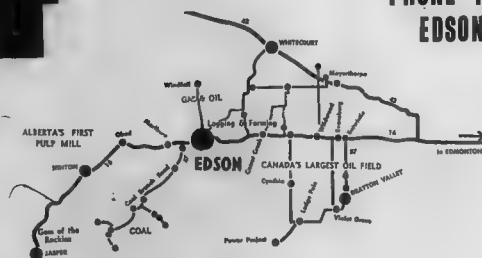
2 49¢

RODEO

GREETINGS



4

WAY
WHOLESALEPHONE PA 3-3322
EDSON, ALBERTASERVING ALBERTA'S
FASTEST GROWING AREA

Ernie's Super Market

Phone 542-3295,
Drayton Valley

YOUR SOLO STORE

Free Delivery



WISHES THE RODEO GREAT SUCCESS

After the Rodeo for your
back yard barbecue

CUCUMBERS

FRESH B.C.

CHOICE FOR SALAD
3 LBS.

49¢

WIENERS

2 LB. PKG.

89¢



PICKLES

HEINZ

BREAD & BUTTER

32 OZ.

53¢

APPLES

NEW B.C. TRANSPARENT

3 LBS.

49¢



BEST FOR PIES

RELISH

3 VARIETIES

3 1.00

TOMATO
JUICE

48 OZ.

3/\$1.00

MUSTARD

16 OZ.

35¢

TOMATOES

FRESH FIELD

LBS.

2 FOR

49¢



WELCOME TO DRAYTON VALLEY RODEO

SALE

3 days only
July 27-28-29



Ladies
Dresses
1/3 off-



Ladies
Summer
Coats
1/2 -price



ANNES FASHIONS LTD.



HIGHWAYS

HIGHWAY AND BRIDGE CONSTRUCTION WORK IN JASPER NATIONAL PARK, ALTA.

OTTAWA - A \$1,131,954.29 contract has been awarded by the Department of Public Works to W. G. Arnett and Company Limited of Kelowna, B.C., for construction work on 11 miles of the Jasper to Edmonton Highway within Jasper National Park, Alta., including the erection of a bridge. This was announced today by Mr. Hugh M. Horner, M.P., for Jasper. Edson on behalf of the Minister of Public Works.

The company submitted the lowest bid of 10 in response to advertising for public tenders. The highest bid was \$1,846,471.12.

The highway construction part of the contract is to be completed by November 30, 1961, when the scheduled completion date for the bridge is August 31, 1962.

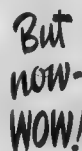
The work is being carried out for the Department of Northern Affairs and National Resources. The highway work consists of grading, placing corrugated galvanised metal culverts, laying sub base and base courses and putting down a double seal coat on the road from Mile 9 to Mile 11 in the park. Mile 9 is approximately 1.5 miles east of Jasper.

The bridge will be constructed over the Snaring River at Mile 10.8. It will be a five-span structure with composite deck, having an overall length of 501 feet from the abutments. The roadway will be 44 feet wide with three-foot wide sidewalks. Prestressed concrete beams will be used for the superstructure of the bridge.

Tourist traffic is expected to be heavy up to Labour Day in September and the contract stipulates that the contractor will conduct the work so as to create a minimum of inconvenience to traffic. Plans and specifications were prepared by the Development Engineering Branch of the Department of Public Works. A.H. MacKinnon, District Engineer (Development Engineering) of Banff, Alta., will be responsible for supervision of the work.

A young prep-school lad is trying to decipher the following letter from his current girl friend: "Dear John, I hope you are not still angry. I want to explain that I was really joking when I told you I didn't mean what I said about reconsidering my decision not to change my mind. Please believe I really mean this. Love, Grace."

THOSE WERE THE DAYS



GO WESTERN

Rodeo Greetings

AT KENS MENS WEAR LTD.
COWBOY KING SHIRTS
BY G.W.G.

REG. \$8.95 RODEO SPECIAL \$3.95

BLACK CASUAL SLACKS
BY G.W.G.

REG. \$5.95

RODEO SPECIAL
\$3.95

RODEO SPECIALS
2 days only
JULY 28 - 29



CONSISTENT QUALITY AND VALUE

- Styled for comfort
- Finest workmanship
- Seam Crafted
- Fine fabrics
- Yell dyed, color matched
- Pre shrunk
- Fully washable



Rodeo
GREETINGS
FOR THE BEST IN
TOWN
BUY AT CROWN

RODEO SPECIAL

1/4" G1S

FIR PLYWOOD

\$3.50 sheet

OUTSIDE WHITE
PAINT

\$4.50 gallon

CROWN LUMBER

PHONE 542-3086.....
Bernie von Tottenborn, Manager.



Gladden Signs shop, in Dodson's Trailer Court on the southern edge of town is a standing advertisement for many Drayton Valley places of business and industrial places. Mr. Gladden does the painting with an able assist from his wife, who makes fascinating little sketches when necessary.

Seen in the picture is the Rodeo Cowboy pointing to the Rodeo sign, and many other signs. The bench in the foreground is advertising a well-known and well-read local publication. The bench will be taken out to Easyford Park for Park go-ers to rest their weary bones.

It was a lovely day and, some of Two business partners were in the asylum inmates were permitted in a small rowboat. Suddenly a doctor spotted one of them with a One of the men began to swim but fishing rod, casting in the middle of his partner floundered, helplessly, a flower bed. He approached the "John," the swimmer called to the man and asked, "Now are they biting sinking man, "Can you float slower today?"

"Dear good—you make the swimming and you want to talk bush."

Merchants Special Rodeo Section

CARR'S MACHINE SALES AND FEED

All makes of new and used farm machinery

Farmers See Bill For Your Feeds, Binder, and Baling Twine, etc.

BILL CARR — PROP.
PHONE 542-3700



Ride'm Cowboy

WELCOME TO THE RODEO

GREEN ACRES

By B. C. Lowe,
District Agriculturist.

FOODER SUPPLIES.

The drought stricken areas in Manitoba, Saskatchewan, and south-eastern Alberta are already in need of livestock feed, particularly roughage for cattle and sheep. It is very obvious that the fodder situation will become increasingly critical during the winter of 1961-62. Farmers in the more fortunate areas, such as ours, should make every effort to harvest as much feed as possible. Some forage crops originally intended for seed may be a better gamble as hay, especially if purity is low or for other reasons an indifferent seed crop is likely. Hay from drought stricken areas harvested and straw that is often turned under or burned is apt to look mighty appetizing to prairie cattle and sheep before the grass grows next spring.

Harvesting of feed available for sale is being completed and these will be circulated weekly to the drought areas in this Province. The Government of Alberta will not be purchasing hay but there will be a freight assistance policy to move hay to the drier areas of south-eastern Alberta. It will be the responsibility of the buyer and seller to complete all other



arrangements. We are accepting listings at the office of any available stock of fodder. We would like to obtain the name, land location and telephone number of the owner, along with information on quantity, kind and quality, whether loose or baled, and a price quotation. Two buyers who came to our office this week did not follow up listings we had on hand because prices were not quoted and details were lacking. Give complete information to avoid losing out on the cash sale of a crop with no quotas.

COOKING MAGIC

Clean Cool Cooking with the Clean Blue Flame of GAS

Tasted Recipes and Meat Planning Ideas Prepared for Pembina News Advertiser Readers by the Home Service Department of Northwestern Utilities, Limited.

COOKING MAGIC.

During the hot summer days the thought of a hot meal isn't too appealing to housewives as it usually means adding to the temperature of the kitchen by having the oven on for a considerable

length of time. However, a complete meal can be cooked in the cool, clean, smokeless gas broiler in a matter of minutes without adding to anyone's discomfort.

Italian Lambchops
Green Lima Broiler onions
Coleslaw
Fresh Fruit Cup.

ITALIAN LAMBCHOPS

1 egg 1/2 cup cracker meal or fine cracker crumbs, 4 loin or rib chops, 1 inch thick, with fat slashed to prevent curling; 1/2 tsp. salt; 1/4 cup, pepper; 2 tbsp. grated Parmesan cheese.

Combine egg, salt and pepper. Combine cracker meal or fine crumbs with cheese. Dip chops in egg mixture, then roll in crumb mixture. Place coated chops on cold greased broiler grid. Broil 3 inches from full Gas Flame 10 minutes. Turn and continue broiling 8 to 7 minutes.

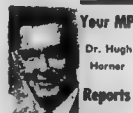
1-20 oz. can or 1-12 oz. 1/2 cup, salt; 1/2 tsp. paprika; pgh. cook ad frozen lima beans; 1 cup, poppy seed.
Place beans in cold broiler pan under grid. Stir salt, poppy seed and paprika into beans. Place Italian Lambchops on grid. Cook as for chops.

2 large white mild onions; salt and pepper; melted butter. Slice onions in 1/4 inch slices. Season with salt and pepper, brush with melted butter and place on cold broiler grid with lambchops. Cook as for chops, turning after

10 minutes cooking time and brushing with melted butter.

GARLIC BREAD

French bread; 1/2 cup soft butter; 1/2 cup, garlic salt.
Combine garlic salt and butter. Cut French bread into 1/2 inch slices. Spread slices with garlic butter. Place in oven during broiling of chops.



Your MP
Dr. Hugh
Horner
Reports

SHEEP PRODUCTION

To aid Canada's sheep industry, Dr. Hugh Horner, M.P., Jasper, Alberta, announced today, on behalf of Agriculture Minister Hamilton, a three-point program of assistance.

The Minister said that this decision follows initial representations to the Government by Alberta Members of Parliament and consideration of later discussions with interested producers in southern Alberta and other lamb-producing areas in Canada.

Wool will be supported by means of a deficiency payment. It will be calculated as the difference between the stabilization price of 60 cents a pound, and the average market price per pound f.o.b. Toronto, for the basic graded Western Range

Choice half blood staple and Eastern Domestic quarter blood staple combined.

Producers will receive a direct payment on all wool marketed through registered washhouses, with the exception of rejects. Lambs will continue to be supported by a standing offer to purchase by the Stabilization Board of \$19.35 per hundredweight, live basis at public stockyards, Toronto, with appropriate differentials for other markets throughout Canada. This price is the same as last year's and represents 82 per cent of the 10-year average showing a decline of almost 70 cents per hundredweight.

As a third measure, and to stimulate production of high quality lamb, the Government will pay to producers of A and B Lamb carcasses of desirable weights, a premium of \$2.00 and \$1.00 respectively.

This action was taken to encourage production of better quality lambs and at the same time increase producers' returns so as to help keep the industry in a reasonably sound position. This is necessary if Canada is to maintain a relatively competitive position on a quality basis with lamb producers from Australia and New Zealand.

Pompos speaker: "There are 100 jabs in this state and I'm proud to say that no members of my family has ever been in one of them. Voice from the rear: "And which one of them?"

Merchants Special Rodeo Section

Welcome to the Rodeo

ALPHA
MILK
Powdered
3 LBS. For 89¢

NEW
CABBAGE
9¢ lb.

NEW
POTATOES
10 LBS. 57¢

CHOCOLATE DRINK
89¢

FRYING CHICKEN
CUT UP OR WHOLE
39¢ lb.

RODEO MIXED CANDY
39¢ lb.

BACON

EMPIRE SLICED SIDE

59¢ 1/2 LB. PKG.

ASST. COOKIES

PEEK FRESH

25¢ PKG.

Hi Naylor!

RED & WHITE

FOOD STORES

RODEO

more features...
more value...
more organ by every measure!

KODAK ZOOM 8
FULLY AUTOMATIC
f 1-9 lens, REG. \$164.50
ONLY 1 LEFT
100% NEW \$99.95

KEYSTONE 8 mm.
f 1.9 lens
CRANK WIND, REG. \$9.95
TO CLEAR AT \$59.95

SANYO 2 LENS TURRET
8 mm. f 1.9
ZOOM VIEWER
FOCUSING, TAKES SLOW AND FAST MOTION.
REG. \$18.50
TO CLEAR AT \$75.00

BELL KOON 8 mm.
MOVIE PROJECTOR
& 35mm PROJECTOR.
COMBINATION
We will not sell this amazing projector anywhere else from the 35mm attach ment.
But if you buy this 69.95 projector at only \$49.95 we'll give you the 29.95 attachment.
Total reg. price \$89.50
GET BOTH FOR \$49.95

GREETINGS

BIGER VIEWER PROJECTOR
TABLE VIEWER OR PROJECTOR ON SCREEN, COMPACT - FOLDS TO 3" x 5"
SLIDES, REG. \$29.50
TO CLEAR ---- \$19.95

REALIST PROJECTOR
SHOWS 35mm. SLIDES
WAS ----- \$59.95
IS ----- \$19.95

KODAK SCOPEMETER
8 mm. 3 LENS, TURRET
f 1.9 AUTOMATIC
REG. 149.50
ONLY 2 LEFT TO GO AT \$99.95 EACH.

KODAK SCOPEMETER
AUTOMATIC WITH MANUAL CONTROLS.
f 1.9 3 LENS TURRET
REG. \$119.50
ONLY 1 LEFT TO GO AT \$99.95 EACH.

KODAK SCOPEMETER
AUTOMATIC
8 mm. Movie Camera
f 1.9 LENS, REG. \$84.50
WE HAVE 3 ONLY. YOURS FOR ----- \$50.00

ON DISPLAY AT VALLEY DRUG

TAKE ADVANTAGE OF OUR SUMMER CAMERA CLEARANCE



WELCOME RODEO to Drayton Valley

ALL THE "HANDS" AT THE BAY EXTEND TO ALL CONTESTANTS AND PARTICIPANTS IN THE RODEO. A CORDIAL WELCOME, AND CONGRATULATE THE EFFORTS OF THE SERVICE CLUBS, IN ONCE AGAIN BRINGING THIS DYNAMIC EVENT TO TOWN.

ON THURS. FRI. & SATURDAY, JULY 27th, 28th, & 29th WE INVITE EVERYONE TO DROP IN AND ROPE A FEW SPECIAL VALUES, WHICH WE HAVE IN STORE FOR YOU ON THESE THREE GALA DAYS

MENS STANFIELD T. SHIRTS FOR 25¢

WITH EVERY PAIR OF MEN'S POLISHED COTTON PANTS AT THE REGULAR PRICE OF \$5.50 SIZES: 30 - 36. COLORS: BEIGE, BROWN.



WESTERN STRING TIES FOR 1¢

(REG. \$1.00 EACH)

WITH EVERY PURCHASE OF MENS WESTERN SNAP BUTTON SHIRTS AT THE REGULAR PRICE OF \$5.95 THESE SHIRTS ARE WASHABLE, HAVE EXTRA LONG SHIRT TAIL AND ARE TAPERED TO INSURE A PERFECT FIT. COLORS: BLACK, BLUE, WINE, GREEN, RED, GREY. SIZES: S, M, L.

LADIES COTTON CO-ORDINATES MIX OR MATCH SETS

BLOUSE AND SHORT PANTS. SIZES: 16 - 18. COLORS: BLUE, GREEN, BLACK, BROWN, MAUVE. REG. UP TO \$6.95

SALE **\$3.99**

LADIES VEGETEES

CANVAS SHOES WITH SOFT RUBBER SOLES. 3 STYLES, COLORS: GREEN, LIGHT BROWN, RED, LODEN. REG. UP TO \$4.95

SALE **\$2.99**

SOUVENIER DRAYTON VALLEY BEADED BELTS

MEN'S REG. \$1.25 SALE 99¢ SIZES: 30 - 40
BOY'S REG. \$1.00 SALE 79¢ SIZES: 22 - 30

DEL MONTE Peaches

28 OZ. TIN

3 FOR **\$1.00**

Steaks

YOUR CHOICE
BRANDED BLUE BEEF

79¢ LB.

DOLE'S FROZEN PINEAPPLE JUICE

6 OZ. TIN

4 FOR **\$1.00**

Table Ready Meats

PORK RIBLETS

LEAN & MEATY

4 LBS. **\$1.00**

COMBINATION LUNCH

1 PKG. WEINERS
1 PKG. COOKED HAM

BOTH FOR **\$1.00**

"FRESHER BY FAR" PRODUCE

CANTELOPE

FRESH & MEATY

5 FOR **\$1.00**

TOMATOES

FIELD FIRM & RED.

26¢ LB.

PEACHES

ROSY RED, FIRM

\$2.59 DASH

PHONE 542-3169

Hudson's Bay Company.

INCORPORATED 21st MAY 1870.

FREE DELIVERY SERVICE.

Outdoor Breakfast

Sponsored by.....

B.P.O. ELKS

DRAYTON VALLEY



LODGE No. 391



IN CONJUNCTION WITH DRAYTON VALLEY RODEO

JULY 29, 1961 - 8:00 A.M. TO 11:30 A.M.

in Hudson's Bay Parking Lot

MENU

FOR THE MORNING.....
REAL WESTERN HOTCAKES
SERVED WITH EGGS AND
BACON OR SAUSAGE.

Everything cooked outdoors real country style!

WELCOME

TO

THE

RODEO



MOBIL OIL

of Canada Ltd.

Discoverer of

Well No. 1

Pioneers in the

Pembina Field

Drayton Valley

Best Wishes

TO YOUR 5th ANNUAL RODEO



Leo McKernan, Drayton Valley Agent, PHONE 542-3202.



NORTHWESTERN UTILITIES, LIMITED

"Serving Albertans With Low-Cost Natural Gas Since 1923"



**Pembina
Pipe Line
Ltd.**

Drayton Valley

GREET'S YOU

My mommy is
taking me to the Rodeo.
I hope you will
be there too.



Goliad Ltd.

Phone 542 - 3215
542 - 3212

Drayton Valley



Goliad Oil & Gas Company

PHONE 542 - 3002

Drayton Valley, Alberta.



**Shoot on
over to
the Rodeo.**

See you there----

AL GOTTSCHALK

PUBLIC ACCOUNTING

FOR YOUR INCOME TAX RETURNS, PAYROLL
WORK AND AUDITING.

Office located in Meler Insurance Bldg. Phone 542-3072.

**GOOD LUCK TO
THE RODEO**



DR. IAN G. WAUGH

M.A., B.M., B. Ch. (1950)

OFFICE LOCATED IN LLOYD'S JEWELRY BUILDING.

Hours of Consultation.....10:00 to 12:00 a.m.
3:00 to 6:00 p.m.

AND BY APPOINTMENT

Phone 542-0476.
Res. 542-3161.




**Welcome to the
Rodeo**



DRAYTON VALLEY DENTAL CLINIC

DR. H. SHIMBASHI
DENTIST

Hours: 9:00 - 12 noon; 1:30 - 5:30, Monday thru Saturday.
BUS. PH.: 542-3559.
RES. PH.: 542-3540.
LOCATED NEXT TO THE POST OFFICE.

ARE YOU COMING TO
THE RODEO?



**BLOCK'S
GENERAL
STORE**

FAMOUS FOR FAIRNESS PHONE 542-3625

RODEO GREETINGS



Mac Calder



Construction Ltd.

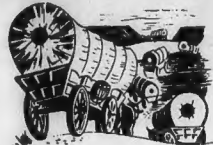
Phone 542-3185.



**Welcome
To Visitors**

Phone 542-3095.

**MOLNER
PLUMBING &
APPLIANCES LTD.**

All aboard for the big Rodeo!

W. Billy Rose your IMPERIAL Dealer

PHONE:
RES. 542-3785
BUS. 542-3575

NEW LOCATION

ON INDUSTRIAL ROAD SOUTH OF ROYALITE SERVICE

RODEO GREETINGS

**Jensen Bros.
Trucking**

Phone 4 (Moon Lake)



**Serving Drayton Valley
for 27 years.**

PHONE D. V. 542-3166

FOR PICKUPS

**HITCH UP YOUR
WAGON FOLKS.**



**AND ROLL ON
DOWN TO
THE RODEO!**

Drayton 99

We won't shoe your horses, but we
will align and balance your wheels

All types of Mechanical Work

Phone 542-5192. Stan Pajan

Plan 3 Residences Costing \$9,000,000



QUARTERS FOR 1,000 UNIVERSITY STUDENTS

Construction will commence late this year on a \$9,000,000 student accommodation project at the University of Alberta in Edmonton.

The project includes three 11-story "U" shaped residences designed to house a total of 1,000 students. Two buildings will provide accommodation for men students and one will be used for women students.

The residences will be located immediately west of the North-West Alberta Jubilee Auditorium. Construction is to be of reinforced concrete and masonry. All rooms are to be simply but functionally furnished for two persons.

Other accommodation in each of the three buildings includes a suite for a resident supervising faculty member, a library and study room, a common

lounge and study area on each floor and modest recreational facilities.

In addition to the residences, a central food service building is being planned. Costing approximately \$2,500,000 equipped, this structure will provide the cafeteria services for the residences as well as additional recreational area facilities, laundry and administration accommodation.

CHESS CHAMPIONSHIP



Far left end, Dr. Brooks, vs. J. Lamoureux. Centre table, Don Greiner, vs. B. Laub. Front table, Peter Brooks, vs. J. Danielson.

The 1961 Bessau Chess Championship has established a new champion. Winning 11 games in the elimination rounds Mr. Gerry Beck of Calgary Power Ltd. won over the former champion Mr. G. Verhaef in a best out of 7 game series. Runner up for 2nd place was Mr. M. Moriarty of Montreal.

Several games as guest player.

The Champ Mr. G. Beck is a member of both the Edmonton and Calgary Chess Clubs and is presently participating in the 1960-61 Golden Knight Tournament in which players from Canada and the USA are showing their skill and knowledge of this floor game. These games are played by correspondence.

It has been noticed that there is quite an interest in this game and folks willing to learn or those who know the game and are willing to compete in a tourney are asked to call Mr. D. Greiner at 545-3489 or Dr. Brooks at the Medical Centre for further information as they have plans to open a chess club in Drayton Valley.

Mr. G. Beck is also willing to join the club and help beginners.

Rear, left to right: Dr. Brooks, E. Magos, Peter Brooks. Front row: left to right, J. Danielson, Mr. Moriarty, G. Beck, (the Champ) and B. Laub.

PEE-WEE DIVISION

SERIES NUMBER

1. Park-view Comm. vs. Allendale.
2. McQueen Comm. vs. Park-Allen.
3. Winner Games 2 vs. Ingewood.
4. Winner Games 1 vs. Winner Games 3.
5. Barhead vs. Drayton Valley.
6. Suter 1 vs. Red Deer.
7. Wainwright vs. Suter 2.
- Notes: All above series must be completed by July 30/61.
Edmonton Winner vs. Winner Series nbr. 2.
Winner Series nbr. 3 vs. Winner Series nbr. 5.
Note: These next series above must be completed by Aug. 13, 1961.
Winner Series nbr. 5 vs. Winner Series nbr. 6.
Note: Above series must be completed by Aug. 27th, 1961.
Each Series to start at home of first mentioned Team.

Team Name

Park-view Comm.
Allendale Red Sox
McQueen Comm.
Ingewood Comm.

Manager or Coach

Jack Porras, 903-149 St., Ph. HUR-7530
Clarence Urnes, 10154-63 Ave.
George Schreiber, 10720-148 St.
Wayne Plam, 11819-122 St., Ph. CL-34-373

These are all Edmonton addresses.

Barhead

Drayton Valley
Suter 1 & 2
Red Deer
Wainwright

A.A. Flint, Ph. 539, Barhead.
Mike J. Gormley.
C.T. Sorenson, Ph. RI-22274, Stettler.
Keith Kendal, 511 Edmund Hts. Ph. 4470 R.I.
Mr. Phil Madex, Bus. Ph. 845-3023.
Wainwright Res. Ph. 845-3023.

MIDGET DIVISION

SERIES NUMBER

1. Camrose vs. Stettler nbr. 1.
2. Red Deer vs. Sattinwood.
3. To be completed by July 23rd.
3. Stettler nbr. 2 vs. Drayton Valley.
4. Provost vs. Wainwright.
5. Winner Series nbr. 1 vs. Winner Edmonton League.
6. To be completed by Aug. 2nd.

6. Winner series nbr. 3 vs. Winner series nbr. 4.
7. Winner series nbr. 5 vs. Winner Edmonton League.
8. To be completed by Aug. 13th.
 8. Winner series nbr. 6 vs. Winner series nbr. 7.
9. To be completed Aug. 27th.
 9. Winner series nbr. 8 vs. Southern Alberta Winner.
10. To be played at Home Diamond of the North Winner.
- NOTE: Each Series to start at home of first mentioned team.

Team Name

Camrose
Stettler 1&2
Red Deer
Sattinwood
Drayton Valley
Provost
Wainwright
Edmonton League

J.L. Francoeur, Box 220, Camrose, Alta.
C.T. Sorenson, Ph. RI-22274, Stettler, Alta.
Bob Booth, Ph. 5555, Red Deer, Alta.
R. Haining, RDI, Ph. 805, Clive, Alta.
Mike J. Gormley, Drayton Valley.
J.F. Donovan, Alario, Alta.
Mr. Phil Madex, Bus. Ph. 845-3023.
Res. Ph. 845-3023.
Angus Murray, Bus. Ph. 628-2542.
Res. Ph. 628-2542.

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LES BROWN, MGR.



LOOKING AT RECREATION (cont.)

of danger is always lurking in the background, but the good cowboy or any other athlete cannot let those things worry him. Christopher Stone's famous statement, "I have horses—they are dangerous at both ends and uncomfortable in the middle," does not carry too much weight with the gentlemen making their living on the rodeo circuits. A cowboy can expect plenty of bumps from his trade, but if he is a properly conditioned athlete most of those contacts are not likely to do much damage to his physical makeup, except for an unfortunate accident and this can happen to anyone, anywhere, any time.

So on the week-end we will get a chance to relive and enjoy some of the electrifying and breathtaking thrills of the "Old West". The modern professional rodeo star, in a fenced enclosed arena before thousands of screaming fans will be battling for supremacy over the beast just as his forefathers did on the lonely open range so many years ago. Times have changed but we've turned back the clock once more—so be seeing you at the RODEO.

Those who complain that the arts are lagging behind science will be happy to know that a musical breakthrough is on the market.

Overheard on a commuter train: "There's never a morning she doesn't go on the wrong side of everybody."

Sign is a reducing value: PLEASE DO NOT FEED THE CUSTOMERS.

BANTAM DIVISION

SERIES NUMBER

1. Suter nbr. 2 vs. Red Deer.
2. Drayton Valley vs. Suter nbr. 3.
3. Hughton vs. Provost.
4. Winner Series nbr. 3 vs. Suter nbr. 1.
5. Barhead vs. Bonnyville.
6. Winner series 1 vs. Winner series 2.
7. Winner Series nbr. 3 vs. Winner Series 4.
8. Winner series 6 vs. Winner series 5.
9. Winner series 7 vs. Winner series 8.
- Note: Above series to be completed by July 23.
Note: Above series to be completed by Aug. 6th.
Note: Above series to be completed by Aug. 20th.

Alberta final. Labor Day Week-end.
Southern Alberta Winner vs. Winner Series nbr. 9.
To be played at the Home Diamond of South Winner.
NB. / Each series to start at home of first mentioned Team.

Team Name

Suter 1, 2, & 3.
Red Deer
Drayton Valley
Hughton
Provost
Barhead
Bonnyville
Edmonton League

Manager or Coach

C.T. Sorenson, Ph. RI-22274, Stettler.
Norm Toddington, Ph. 4637, Red Deer.
Mike J. Gormley, Drayton Valley.
E.C. Mathews, Ph. 17, Hughton.
Lindsay Hodgkin, Box 388, Provost.
A.A. Flint, Ph. 535, Barhead.
R.J. Lalonde, Bonnyville.
Angus Murray, Ph. Bus. 628-2542.
Res. 628-2542.

We should be careful to get out of an experience only the wisdom that is in it, and stop there. Otherwise we will be like the cat that sits down on a hot stove-lid. She will never sit down on a hot stove-lid again, and that is well. But she will never sit down on a cold one, either.—Mark Twain.

One cool judgement is worth a thousand hasty counsels. The thing to do is to apply light, not heat.—Woodrow Wilson.

The only true way for one civilization to "conquer" another is for it to be so obviously superior in it that point that others desire to imitate it.—Goldsworthy Dickinson.

Welcome to our 6th Annual Rodeo



VALLEY VALET

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L. Barnard.....Manager

Drayton Speedwash

SELF-SERVE COIN-OPERATED LAUNDRY.
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A SUCCESSFUL RODEO

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THE TRAGIC DEATH TOLL ON ALBERTA HIGHWAYS.
SPEND MORE TIME AT HOME WITH A GOODWILL USED CAR.

GOODWILL MOTORS

STOCK ON HAND

1960 Chev., 57' Studebaker, 54' Chev. coach, 65' Dodge,
64' Buick, 64' Pontiac, 51' Meiner, 53' Ford 1/2 Ton.

FOR BETTER VALUE SEE

Don Smith, 4 mi. West of Drayton Valley.

HIGHWAYS

Gordon E. Taylor, Minister of Highways, announced today that good progress has been made in the highway construction programme this year. His office of grading has been completed, which is 97% of the programme; 68 miles of base course has been laid, which is 35% of the programme; 123 miles of asphaltic plant mix surface course has been placed which is 40% of the programme; 18 miles of double asphaltic surface treatment has already been completed; while 116 miles of asphaltic seal coat has been laid, which is 40% of the proposed programme.

Work proceeding satisfactorily throughout the province.

Hon. Gordon E. Taylor, Minister of Highways, urged all motorists to make sure that brake fluids that they purchase are of a standard quality. Indications from the fact are that some millions of gallons of cheap fluid is on the market and is being sold as standard brake fluid.

Hydraulic brake fluid as set out by the Canadian Government Specifications Board is required to have a boiling point of 300°F., inferior fluids reach the boiling point at 170°F. or less.

"With improper fluid the brakes could fail going down a steep hill because of the heat involved and later, after cooling, they could set suddenly," the Minister declared. "Every motorist should make sure that brake fluid is of a standard make and the notations SAE 7 or SAE 8 will guarantee that the fluid means the standard required," Mr. Taylor said.

D. V. HIGHLIGHTS (cont.) for the summer.

The Elks wish to thank the kind

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person who returned their keys. The anonymous finder dropped the keys in the post-office letter box where they were found and recognized by Lester Miller.

Valerie Kraus, Ardis Vandergrift and Joan McKinnon are attending the United Church Summer Camp at Lake Superior.

Allan Gamble is working in the Pembina Oil Field again after several months in Northern B.C. and the Grande Prairie district. About five o'clock on Wednesday morning Allan opened a strange moving object in the sky.

At first his rig master refused to so much as look. They threatened to send for the men in the white coats and otherwise showed skepticism. When they at last deigned to look they too, became excited. The object moved slowly

across the sky and appeared to have a bright light at the rear. Allen phoned the Edmonton Fire-station. That staff had no answers but after doing a bit of telephoning themselves the strange object was identified as an escaped weather balloon.

W.L. members, past and present, met for a farewell visit with Mrs. Charles Dion on Thursday evening at the Deby home.

Mrs. Paratzen and Mrs. Edmonds were in charge of entertainment. Mrs. Wahleum surely started something when she suggested that we pack our suitcases for a journey! Mrs. Roy Burrows presented each successful contestant with a prize.

Mrs. Burrows and Mrs. Kraus assisted the house.

Mrs. Dion was given a dainty cup

and snicker as a going away gift.

Mr. and Mrs. Michael Burke will soon move into their new home in Whitecourt. Michael was transferred to Whitecourt from Porcupine Ranger Station early in the year. At present they are living in a motel. Mrs. Burke works for the forestry office.



DRAYTON VALLEY Medical Centre MONDAY THRU SATURDAY

CONSULTATIONS 10 A.M. to 12 NOON
1 P.M. to 6 P.M.
OFFICE HOURS 9 A.M. to 6 P.M.

Dr. Theo. H. Brooks
Dr. Hugh L. MacLure
Dr. Sam Steeves
PHYSICIANS AND SURGEONS

Dr. John Woytuck
DENTAL SURGEON
Dr. Mel. Spector.

OTOMETRISTS NEXT VISIT--- Wed., August 9th.

PHONE OFFICES 642-3301
Dr. Brooks res. 642-3046
Dr. MacLure res. 642-3361
Dr. Steeves res. 642-3213

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PRICE: \$9.25	YIELD: 4.92%
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PRICE: \$9.50	YIELD: 5.37%

Principal and half-yearly interest (August 1 and February 1) payable at any branch in Canada of the commission's bankers at the holder's option. Bearer coupon debentures registrable as to principal only, in denominations of \$100, \$500, \$1,000, \$10,000 and \$25,000.

20-year Debentures callable on thirty days notice at the principal amount thereof in whole but not in part on August 1, 1979, or on any interest date thereafter.

Legal opinion: Messrs. Daly, Harvey and Cooper

We, as principals, offer these Debentures subject to prior sale and change in price, if, as and when issued and accepted by us and subject to the approval of counsel.

It is expected that definitive Debentures will be available for delivery on August 8, 1961.

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Staff Picture.

Mobil Oil of Canada, discoverer of the Pembina Field, and biggest operator in the field, with many wells of their own, and many wells owned by other oil companies operating under the Mobil Unitization system, are big employers in the Pembina Oilfield. The picture shows their central office, one and a half miles west of Drayton Valley.

BARKER-THOMASON WEDDING



Photo by Curt's Studio
Mr. and Mrs. Robert Barker

The bride was dressed in white organza floor length gown, with V neckline bodice, and short sleeves. Her sequin covered head piece supported a shoulder length veil. For her bouquet Miss Thomason chose a white orchid bordered by yellow roses; following her reception the bride removed the white orchid and wore it as a corsage, on her going-away suit. The bridesmaids were dressed in identical mauve sheath dress, with white flowered headpieces to which were attached short veils. They carried white gladiolas, which were later worn as corsages.

Pretty little flower girl, Cathie Conacher was dressed in white organza and she carried a basket of yellow rose petals which she strewed down the aisle. Ring bearer was young Gavin Robertson. Standing with the groom were his bestman, his brother Alvin Barker, of Meadowlark, Sask., Gary Bannard of Drayton Valley and Herb Maris, of Edson.

For the reception in Elia Community Hall, Mrs. Thomason, the bride's mother chose lilac print dress with white matching accessories and shoes and a white gladiolus corsage. The groom's mother was dressed in a deep rose dress, and also wore white accessories and white shoes, with a corsage of gladiolas.

During the reception, which was held at 6:30 p.m., following the wedding, Mr. Tom Smith, of Lacombe gave the toast to the bride, to which the groom replied with fitting words. Acting as Master of Ceremonies was Mr. Howard Carriere. A dance followed the reception.

After the dance Mr. and Mrs. Barker left for a honeymoon trip through the northern United States; they plan to return through B.C. and Banff and Jasper. They will make their home in Drayton Valley.

FAREWELL BANQUET

A Farewell Banquet for Dr. and Mrs. Brooks, who are leaving Drayton Valley in a short time.

Including Taxes
FULL BASEMENT
BROAD LOOM IN LIVING ROOM

3 Bedrooms
and only

\$595. down

on a beautiful
ALLADIN HOME

BALANCE \$22.50 MONTHLY
Including Taxes
FULL BASEMENT
BROAD LOOM IN LIVING ROOM

SPLIT LEVEL
4 BEDROOM,
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Only \$1200 Down Payment

Your own Labor reduces costs (optional)
Alladin Homes
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GYMKHANA NEWS

By Carol McCullagh

This past Sunday the Larist Gymkhana Club played hosts to the South Edmonton Gymkhana Club at the monthly meet held at the Rodeo Grounds. The day's winners in the timed events were as follows.

Pole Bending (Adult) 1st. Beth Brown, 2nd. Corrine Ditz, 3rd. Dalton Brown.

(cont. page 20, col. 3)

was paying for the Hospital staff in the Hotel Carleton Room on Monday evening with a host 80 persons in attendance.

Mrs. Jakobs spoke a few words of appreciation for the splendid work done by Dr. Brooks in this community. Dr. Brooks thanked all present for their many kindnesses and for putting on the dinner for him and his wife. A farewell gift was presented to the Dr. and Mrs. Jakobs in behalf of Drayton Valley Municipal Hospital staff and other members of the community.

Master of Ceremonies for the occasion was Lyle Kraus, secretary-treasurer of the Hospital. Mr. H. Picking showed some very fine movies of Drayton Valley in the early days of the oil boom and of present-day Drayton Valley, showing the great contrast in just the past four or five years and the changes that have been accomplished in the time in that short space of time.



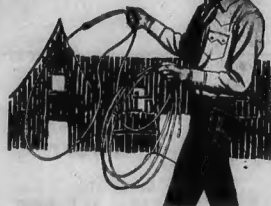
Welcome
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Rodeo

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GYMKHANA NEWS (cont.)

Pole Bending (Junior) bit. Betty McCullagh, 2nd, Lloyd Matlock, 3rd, Linda Cathrae all of Drayton Valley.

Barrel Racing (Adult) bit. J.C. Carr, 2nd, Corrine Dix, 3rd, Claudette LaPointe (Edmonton) bit. Lloyd Matlock, 2nd, Lennie Schultz, 3rd, Linda Cathrae.

Stake Racing (Adult) John Riche (Edmonton), 2nd, Cliff Whitlock, 3rd, Sherry Davies.

Due to the unexpected arrival of the rain all the Novelty Events were cancelled. We would like to thank all who helped in any way to put on this Gymkhana.

In honor of our visitors the Larist Gymkhana Club held a winner roast at the Club grounds last Saturday night a good time was had by all.

The Club will be out in full force for the Rodeo Parade, also they will entertain during the afternoon intermission and a complete evening show both days. We will also have a booth set up on the grounds, in the North West corner by the hands drop over and see us.

In the same court a young man was convicted of driving while his licence was under suspension and was given a two month jail sentence. Immediately following his conviction both were taken to Fort Saskatchewan by R.C.M.P. officers.

In the side door window of all three different vehicles before starting one that he could get started.

He had no drivers licence and evidently did not know how to drive. Just north of Drayton Valley on Highway 57 he went in the ditch; the car rolled once and then righted itself and the lad drove back on to the highway and proceeded north, until a leak in the oil pan, sustained when the car went into the ditch, drained all the oil from the pan and burned out the motor, and the car was abandoned about three miles north of town.

Charged before Magistrate Deby with car theft and three charges of attempted theft, the young lad was sentenced to serve a year in Fort Saskatchewan and was taken there by local R.C.M.P. officers.

On Tuesday, July 25th., in Magistrate Hancock's court, two charges of assault, arising from a fight on the street, were placed against a waitress in one of the local cafes and she received a 30 day jail sentence on each count, for a total of 60 days imprisonment, with an accompanying ten dollar fine for intoxication.

In the same court a young man was convicted of driving while his licence was under suspension and was given a two month jail sentence. Immediately following his conviction both were taken to Fort Saskatchewan by R.C.M.P. officers.

For tagging his wife, item whom he is separated one man was placed under a 60 day suspended sentence. The Gymkhana Club staged a very excellent parade of homes and riders. The turnout by the club was a credit to the community. Though the rain chose that particular time to come down in the provincial boaters full, there were a good number of industrial floats in the parade, along with some club entries. The decorated bicycle event was judged before the parade started and the kiddies did not enter the parade down the muddy streets. Parade judges were Mrs. Deby, Mrs. Ian Wargh, Miss Bingley, Mrs. John Gray and Mr. Jerry Donovan.

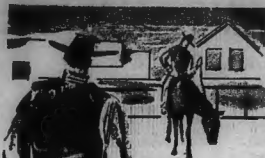
NOTEBOOK (Cont.)

Shop till honeymooning Bob Barrett returns. Her husband is a contractor and lumberman at R.M. 1. An avid housewife Mrs. Gillis has a couple of fine homes at their home base.

Mrs. Chris Duffling, mother to Mrs. Ethel Lewis, of County Durham, England, left to return to the Old Country again after visiting with son-in-law and daughter, the Mrs. Lewis's. She spent about six weeks here.

Mrs. Deby has been back in Drayton Valley long enough now from her globe trotting in European Countries to assess the true value of her trip over there. She talks glowingly of the sights of Italy. She doesn't want to be quoted on this but she thought England a rather cold and damp place, and somewhat backward in many of the ways. She visited most of the countries of Europe. She also particularly enjoyed her visit to Ireland.

RODEO GREETINGS



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PEMBINA NEWS ADVERTISER

Vol. 9, No. 25 August 2, 1961.

Payford, Publisher. Box 130, Drayton Valley.

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PER COPY

WEATHER KAYOES 1961 RODEO

Water and more water from the low hanging clouds drenched those brave souls who ventured out to take part in the Rodeo Parade on Saturday noon. The same water drenched out all hopes of staging the Rodeo this year, although it did not dim hopes for a more successful, drier, venture next year, come Rodeo time.

Had the weather been such that the Rodeo could have been put on as planned it would undoubtedly have been the most successful one to date, as the advance planning and publicity that had gone into the big affair had exceeded anything in the past and had attracted many into town, even though early indications were that it would be too wet to hold the events on Friday as originally scheduled. The parade was postponed till noon Saturday, but that time proved even more damp than the preceding day. However, many were out to take part in the parade on Saturday and all deserve a big hand for their efforts.

The majorettes were starting barely through the mud, pacing the band which had turned out in full force also. The Gymkhana Club staged a very excellent parade of homes and riders. The turnout by the club was a credit to the community. Though the rain chose that particular time to come down in the provincial boaters full, there were a good number of industrial floats in the parade, along with some club entries. The decorated bicycle event was judged before the parade started and the kiddies did not enter the parade down the muddy streets. Parade judges were Mrs. Deby, Mrs. Ian Wargh, Miss Bingley, Mrs. John Gray and Mr. Jerry Donovan.

First prize in decorated bicycles



The majorettes were wet, the band was wet and the camera that took this picture was wet and out of focus, but this was the start of Saturday's parade.

went to Lynn Burrows, second prize to Stewart Adams and third prize to Valerie Payne. Special Prize went to Miss Schumann. In the first division the judges awarded first prize to the excellent float entered by Dowell, second prize went to the Eskimo float and third to Flit Rig. We might have missed one or two floats in the down pour but we counted some fourteen different entries and one or two entries were comprised of two or more units. Included in the list was the Lions trailer, a spur-of-the-moment entry by the Elks, an excellent caveman and cavewoman float by Valley Drug, Lenon Welding with a specially built unit, Flit Rig, Town of Drayton Valley, Dowell, the Calgary Company, Alberta Rathole Drillers, a model of Fort in fine class running condition, the Eskimo float, Electrical Contractors Company, the Fire Department of Town of Drayton Valley, Tiny Acres, with a pony express rig in pee-wee size, drawn by Sheldan

On Saturday morning, in spite of threatening skies and an intermittent drizzle the Elks Lodge held their Outdoor Breakfast on the upper end of 51st Street with a good number of patrons stopping by to partake of hotcakes, eggs and bacon or sausage succulently cooked over charcoal fires. The very inclement weather kept many of the scheduled flights from attending, but a few did turn up at the airport. Included in the number was a Piper Comanche piloted by Maurice McCullagh, of Rocky Rapids, wartime aviator, with passengers Ken Wardlaw of Drayton Valley and Tony Shields.

The dance in the Recreation Centre, which was staged to the syncope music of the Rodgers Brothers Friday night drew a hang-up crowd. The Saturday night affair was also well attended, with a number of Dowell bands, and others, providing a comical turn in comic costumes. In the (cont. page 7, col. 1)



Photo by Curt's Studio.

This picture of the Elks Flyin' Breakfast shows Elks members hard at work feeding hungry patrons on Saturday morning.



Grabbing a moment of rest in the Lions Trailer at the Lions Dance in the Recreation Hall is Mrs. Danita Holting. Looking on is ticket seller Lion Stu. Lunan.

AWARDED SCHOLARSHIP

A Drayton Valley girl received a fellowship to attend Banff School of Fine Arts and is now studying in that beautiful setting. Recipient of the fellowship was Miss Margo Palmer, daughter of Mr. and Mrs. Bertram Palmer of Drayton Valley. The fellowship came from the Queen Elizabeth Fund which was set up by the Queen when she was visiting in Alberta a couple of years ago.

Margo received her tuition for a six week course in painting. The Banff School of Fine Arts is run in conjunction with the University of Alberta. The curriculum includes many courses in various departments, and is famous, particularly for artists in painting and sketching, because of the fine natural setting, with the backdrop of mountains adjacent to the town.

FUNERALS CONDUCTED FOR DROWNING VICTIMS

Funeral services were conducted for the ten year old victim of last Wednesday's tragic drowning accident in Lodgepole, Helen Patricia Hazard, from Sacred Heart Church in Edmonton on Saturday, July 29th., at 11:00 a.m. Besides her parents the young girl left to mourn their loss, three sisters, Mrs. Shirley Duthy of Fort St. John, B.C., Jean, aged 7 and Betty Lynn, aged three, of Lodgepole and three brothers, Leo and Ronald, of Edmonton, and George, aged 19, of Lodgepole. She was also survived by her grandparents Mr. and Mrs. Peterman, of Twinwater, Alberta.

On Monday, at 9 p.m. July 31, funeral services were conducted for the other little girl who was drowned at the same time as the little Hazard girl in a water-filled dugout in Lodgepole last Wednesday; Beverly Ellen Day, aged 8, also of Lodgepole.

In addition to her parents, Mr. and Mrs. Harold Day, she is (cont. page 7, col. 1)

DONKEY BALL

By Mike Gormley

On Friday evening, August 4th., the local recreation picture will take on a new look—something altogether different. —if only for one evening. There will be some odd-looking little victims in town and before they leave there are bound to be some of the local populace who will wish that those little fellows had stayed away altogether. Cliff Dunham's Donkey Ball Show from Crescent Okanoma is coming to Drayton Valley.

The Donkey Ball game will take place at the Legionnaires new baseball field at 6:30 p.m. The game sponsored by the Drayton Valley Athletic Association will feature a flock of Dunham's banking donkeys and a group of ball players and prospective donkey riders from Drayton Valley. The Legionnaires who have played some very outstanding baseball in the last year will form one team in this rare type of sport. A picked group known as the Drayton Valley "All-Stars" will furnish the opposition for the baseball champs.

Here is the All-Star lineup for Friday's show: Andy Anderson, shortstop; Al Baxter, 1st base; Billy Ross, 2nd base; Ted Fehr, 3rd base; M. Baxter, catcher; Ralph Bloor, pitcher; Alex Balash, left field; Doug Jenkins, center field; and Bill Davies right field. Al King will be the relief pitcher. Ted Fehr will serve as playing manager and Billy Ross will be the playing coach. (cont. page 7, col. 1)

The Week's Weather

ENDING JULY 29, 1961.			
	Min.	Max.	Precip.
July 23	52	85	.50"
24	55	85	.10"
25	55	85	.40"
26	54	76	nil.
27	55	80	.10"
28	52	84	.10"
29	61	85	.87"

Average min.-max. week... 55-80
Average max. for week... 85.00
Total Precipitation... 2.40"